

**Request for Proposals
Food & Beverage Services at Four Municipal Aquatic Centers
Scottsdale, Arizona**

Questions submitted through February 8, 2006

1. What types of advertising venues does the City have that the vendor can use?

The City can make the following available to the vendor at no cost:

- Placement in the Aquatic Bulletin (mailed to aquatic customers in the Spring and Fall each year).
- Placement in the Recreation Brochure (mailed to all Scottsdale citizens quarterly each year).
- Placement on the City's web page (there is a separate page for each aquatic center).
- Promotion through the City's Facility Reservations Office (for example, vendor's brochure could be attached to event contracts).
- Allowing the vendor to place sandwich boards in strategic places outside the centers.
- Posting menus, etc., on tack boards throughout the centers.

2. Does the City have any plans to upgrade the customer seating areas?

MMR is programmed to receive upgraded furniture, indoors and outdoors, in order to promote a more café-like atmosphere. The other locations may include similar upgrades in future budget years, depending on how well the new food and beverage concept is received.

3. Is the City doing anything to try to "bring back" the Chaparral customer base that was much reduced during the recent renovations?

The City is modifying programming at Chaparral and Eldorado in an effort to balance out the use of those facilities. It is interesting to note that Cactus was closed for repairs during January 2006. Residents were sent to Chaparral for that month, and were notably and favorably impressed with the renovations. This experience may also help to bring back the former Chaparral people.

4. Can you provide more information about aquatic events that occur in the Off-Season?

Here is some historical information for swim meets, events and private party rentals throughout 2005. Actual numbers of attendees appears in Attachment D, Page 6 of 6.

2005	Cactus	Eldorado	Chaparral
January	3 weekend meets		
February			
March	2 weekend meets		
April	1 large weekend meet	1 event (April Pool's Day)	
May	2 very large weekend meets	4 private party rentals/events	3 private party rentals
June	1 Saturday meet	2 private party rentals	2 private party rentals
July	1 Saturday meet	2 private party rentals	2 private party rentals and Mighty Mud Mania (approx 10,000 people in the park)
August		4 private party rentals	4 private party rentals
September	High School meet every Tues/Thurs	6 private party rentals and 1 event (Labor Day luau)	
October	High School meet every Tues/Thurs and 1 weekend meet	1 private party rental	
November	1 weekend meet		
December			